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JNS KORTTELIJUHLA - Marketing materials for an event

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Title

JNS KORTTELIJUHLA – Marketing materials for an event

Commissioned by Urbaani Joensuu ry / Jyri Keronen

Abstract

This is a functional thesis in which marketing materials and webpages are created for the JNS Korttelijuhla event for the year 2015. JNS Korttelijuhla needed to broaden the ways of marketing the event and for that reason the webpages were created.

Qualitative research methods were used for analyzing the reference material and for creating the final marketing materials for JNS Korttelijuhla. Usages of different social media channels were reconsidered based on the facts gained from the reference material.

The marketing material for the year 2015 were created in collaboration with Jyri Keronen. Besides the webpages, two posters, flyer and a banners for the webpages and for Facebook were made.

Language
English

Pages 22

Keywords

marketing, event marketing, events, marketing materials



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Toimeksiantaja
Urbaani Joensuu ry / Jyri Keronen

Tiivistelmä

Tämä on toiminnallinen opinnäytetyö jossa toteutetaan markkinointimateriaalia ja kotisivut JNS Korttelijuhla tapahtumalle vuodelle 2015. Opinnäytetyössä tarkastellaan myös edellisten vuosien visuaalista materiaalia, Korttelijuhlan historiaa ja käydään läpi tapahtumien markkinointia ja tuottamista.

Laadullisen tutkimuksen menetelmiä käytettiin lähdemateriaalin analysoimiseen ja JNS Korttelijuhla markkinointimateriaalien luomiseen vuodelle 2015. Eri sosiaalisen median kanavien käyttöä harkittiin uudelleen lähdemateriaalista saatujen tietojen pohjalta.

Markkinointimateriaalit vuodelle 2015 tuotettiin yhteistyössä Jyri Kerosen kanssa. Kotisivujen lisäksi tapahtumalle tehtiin kaksi julistetta, käsiohjelma ja bannerit kotisivuille ja Facebook-markkinointia varten.

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Asiasanat
markkinointi, tapahtumamarkkinointi, tapahtumat, markkinointimateriaali

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1 INTRODUCTION

This is a thesis about creating visual marketing materials for JNS Korttelijuhla (later on Korttelijuhla) event. I created webpages, supervised the making of the other marketing materials for the event and will tell about its process and history of Korttelijuhla and event marketing in general. Qualitative research methods were used for analyzing of the reference material.

I had been working with Korttelijuhla since its beginning in 2013 and I had created the logo for the event and most of the previous marketing materials. Now I created the long needed webpages and worked as an art director for the other marketing materials made for Korttelijuhla.

I did not have a lot of knowledge in graphic design and I had only once before created webpages. In my studies I had concentrated more on service design and industrial design and had studied only the very basics of graphic design. For the thesis I studied three different books about visual marketing, event marketing and producing and gained more knowledge about the subject.

2 KNOWLEDGE BASE

2.1 Event marketing

Every event is a marketing occasion. Whether it is a festival, a flash mob or a promotional event, one always tries to deliver some message to the audience. The most vital factor is knowing why and to whom the event is organized. The more concrete the goal is, the easier it is to measure the success of the marketing after the event. The way in which the marketing process is designed is based on the target group of the event. (Vallo & Häyrynen 2014.) Marketing means much more than just announcements, advertising and sales (Saksala 2015, 187).

The goal of marketing is to promote the company and its products, and event marketing is one tool for marketing amongst the others. When deciding the marketing strategy an organization needs to think of what kind of tools are wise to use. All of those decisions can affect the image of the organization. (Vallo & Häyrinen 2014, 34-35.)

“Image is a mental picture of an organization, service or a product” (Vallo & Häyrinen 2014, 37). It is necessary to pay attention to what kind of an image a company or event has amongst people. That image might have been formed solely on the basis of other people’s experiences, and the organization can try to alter that picture with the marketing (Vallo & Häyrinen 2014, 37). “Word of mouth” is very important factor in marketing, especially in event marketing. Friends’ and relatives’ suggestions have a huge impact on people’s behavior.

The company or association can arrange everything by themselves or have someone plan and organize the event and the marketing for them. That usually depends a lot on the budget reserved for the event and the size of the organization which organizes the event. As said before, the goal of the marketing needs to be clear to everyone involved in the marketing. In that way the costs are lower and the results are better. There are benefits and disadvantages in both options.

2.2 Visual elements in event marketing and social media

Every event needs to be advertised, and the visual elements of the event need to be shown in the marketing (Vallo & Häyrinen 2014, 58). It is easy to market the event on Facebook, webpages and in posters. The visual elements are the features that draw people’s attention to the advertisements. That is why event organizers should pay very much attention to the visual looks. This is extremely crucial to small companies that do not have that much money to put in to marketing.

There is a wide spectrum of ways how to incorporate visual elements in marketing. Here are listed some of the most used ways:

- Poster
- Flyer
- Brochure
- Catalog
- TV commercial
- Advertisement in a newspaper or in the internet
- Organizations own webpages
- Facebook and other social media channels

(Saksala 2015, 191-193.)

When choosing the right channels for marketing, the goal of the marketing has to be already set. That way it is easier to choose the right medium that is meaningful for the target audience and the chance for success in the marketing is higher. For example it is pointless to market in Facebook if the organization's target group is not active in the internet. (Saksala 2015, 191.)

But if the target group is active in the social media, it is an easy and quick way to get information to the audience. The organization can use Facebook or Twitter to set the audience in to right mood for the upcoming event in advance (Vallo & Häyrynen 2014, 88). In that way they are more engaged to the upcoming event and are more likely to spread the word.

2.3 Previous works

I had made a few posters for different events in Joensuu and one logo for a start-up company in Portugal. My first real commission work was a poster for Joensuu Roller Derby's event at the Ilosaarirock Festival in 2013. As the name of the game was Itäblokki (Eastern bloc), I tried to make the poster look like a Soviet propaganda poster from the cold war era (Picture 1).

Making the poster taught a lot about Illustrator and Photoshop and graphic design in general. I had very little experience working with Photoshop, prior to this work I had used Illustrator for all of my works.



Picture 1. Poster for Joensuu Roller Derby.

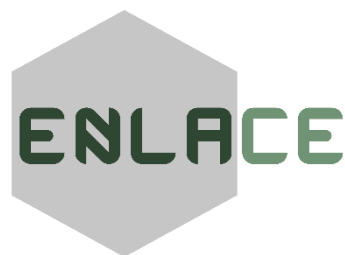
In Autumn 2013, when I was in exchange in Portugal, I made a logo for my friend's new company Enlace. That is Portuguese and means "union". The time limit for that work was really tight, it needed to be done by the next day. I made a few suggestions (Picture 2) and from the favorite (Picture 3) I made the final version of the logo (Picture 4). Like in almost all of my work I had to do this alone, without any feedback from the client or others, even though I had asked for that several times.



Picture 2. Sketches for a logo suggestion.



Picture 3. Selected sketch for the logo.



Picture 4. Final version of the logo for Enlace.

3 KORTTELIJUHLA

3.1 History of JNS Korttelijuhla

Korttelijuhla began in May 2013 when I and Jyri Keronen applied and got funding from Draft Buzz, a non-profit community driven ideas project. The amount was 1,000 euro, all of which was spent on creating the event. At that time the block parties were popping up around the world and Finland, and we wanted to bring that kind of a cultural happening to Joensuu as well.

Korttelijuhla was held in the court yard of Taitokortteli, which is one of the last surviving blocks of the old Joensuu. There we had one stage, where we had 14 different DJs from Joensuu playing music from 3 pm to midnight. We basically created the event in just one and a half months. We both had past experience in the event business and we had good connections to different event organizers in Joensuu. I had been working in Ilosaarirock Festival, and Jyri had been organizing DJ gigs in Joensuu. That gave us a solid base for the start.

In the autumn of 2013 I was in an exchange in Portugal and Anna Venäläinen contacted Jyri about her interest to be part of Korttelijuhla. Anna and Jyri had a meeting and agreed that Anna could join the crew. Anna was a great addition to the team, since she was a professional dancer and had good connections to different areas in the field of culture makers. After I moved back to Joensuu in February 2014, we started to plan the next Korttelijuhla that took place in June 2014. The events program broadened from just DJ music to theater, live music and dance. We applied for different grants and got 400 euro from the Joensuu city's Culture services.

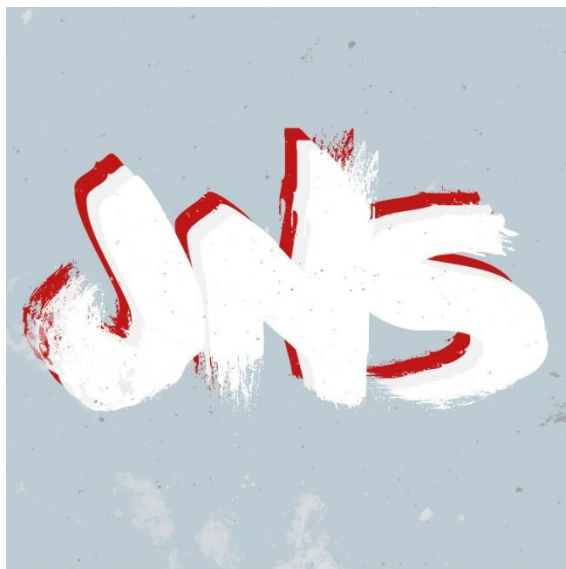
The organizing party behind Korttelijuhla is Urban Joensuu association (Urbaani Joensuu ry). It was founded in the spring of 2014 mainly to be the back bone of Korttelijuhla and to organize other events in the future. At the moment it has three members: Anna, Jyri, and I. I am the president of the association, Anna is the secretary, and Jyri works as the treasurer. We have divided the organizing work

so that I am in charge of the main production, such as writing the applications for the grants, creating the budget and being the supervisor.

3.2 Marketing materials for Korttelijuhla 2013

The work for the first event was divided so that I created the visual elements and Jyri booked DJs and secured the permits. We wanted to have an urban feeling to the poster and I decided to use a picture that Jyri had taken of a brick wall in Taitokortteli. After that I found an interesting font that I wanted to use in the poster. The font was A Dripping Marker by Wick van den Belt.

I made quite many suggestions for a logo and for a poster with Illustrator (Pictures 5, 6 and 7). The first versions were not that good, but they provided ideas where to go next. The final poster was a collaborative work with me and Jyri (Picture 8). The final version of the logo (Picture 9) was presented as our Facebook profile picture and as a watermark on photos and in a video that was made from the first Korttelijuhla by Mikael Rajahalmi.



Picture 5. First version of the logo for JNS Korttelijuhla.



Picture 6. Second version of the logo for JNS Korttelijuhla.



Picture 7. First version of the poster for JNS Korttelijuhla in 2013.



Picture 8. Final version of the poster for JNS Korttelijuhla 2013.



Picture 9. Final version of the logo for JNS Korttelijuhla.

3.2 Marketing materials for Korttelijuhla 2014

In 2014, I was again in charge of the graphic design for the event. We wanted to go to a different direction with the visual materials, so we picked a vintage inspired theme. I designed a poster (Picture 10), two-sided flyer (Picture 11) and an advertisement (Picture 12) for the cottages we were renting for the event. Due to the fact that we had so many performers in the event, we decided not to put the names of the performers on the poster, but rather only on the flyer and Facebook.

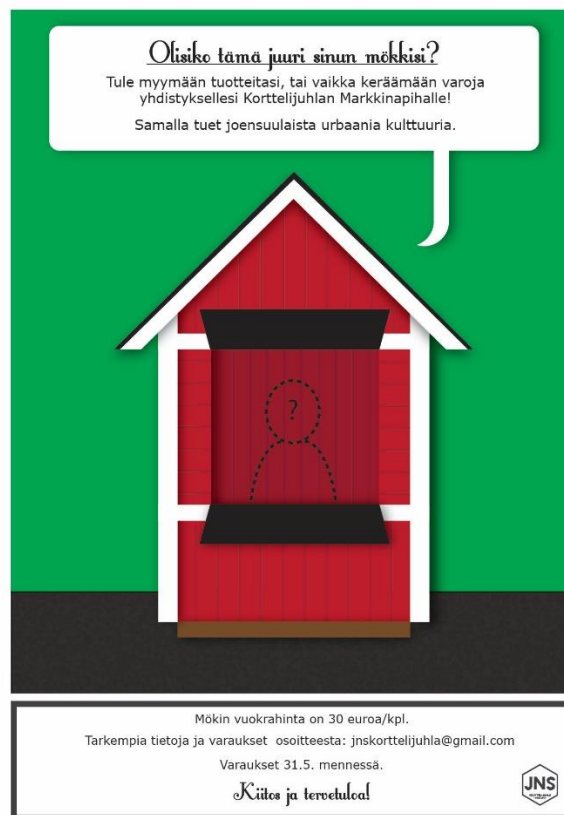
I had very little help from others when I was working with the poster and the flyer and that led to some problems in the end. For example the final poster and flyer were missing Korttelijuhla's Facebook address.



Picture 10. Final version of the poster for JNS Korttelijuhla 2014.



Picture 11. The flyer for JNS Korttelijuhla 2014.



Picture 12. Advertisement for the cottages.

4 PROCESS FOR THE YEAR 2015

4.1 Korttelijuhla 2015

The team started planning the 2015 event in October 2014 by having a meeting with representatives from Taitokortteli, Kesälato and Surakan baari. The feedback from the last event was good, and decision to continue with the same kind of base which the event had previous year was made. From early on it was obvious that there was a need to improve the marketing of the event, and the team decided to create webpages for Korttelijuhla. Discussion about stand posters in the city were also held, but that idea was postponed.

Also a theme was picked for the event to help to create the lineup. The theme for the year 2015 was “Urban communality”. That theme was used in different ways to help plan and organize the event. The forming of the lineup and ideating for the webpages begun. For example the team organized the Joensuu knitting circle to have a gathering in Kesälato. The audience was able to participate in that, they just had to bring their own yarns and sticks.

The team also applied for different grant, and Korttelijuhla received 1,000 euro from Joensuu Pop Musicians’ association for the PA systems. Since that was the only grant in addition to the funding provided by the partners from Taitokortteli, Surakan baari and Kesälato, Korttelijuhla had a very tight final budget.

Twitter and Instagram accounts were also created for Korttelijuhla and one person was pointed to post material to all of the social media channels during the event. In that way the posts would have more coherence and continuity than if all of the organizers would post individually.

4.2 Creating the webpages

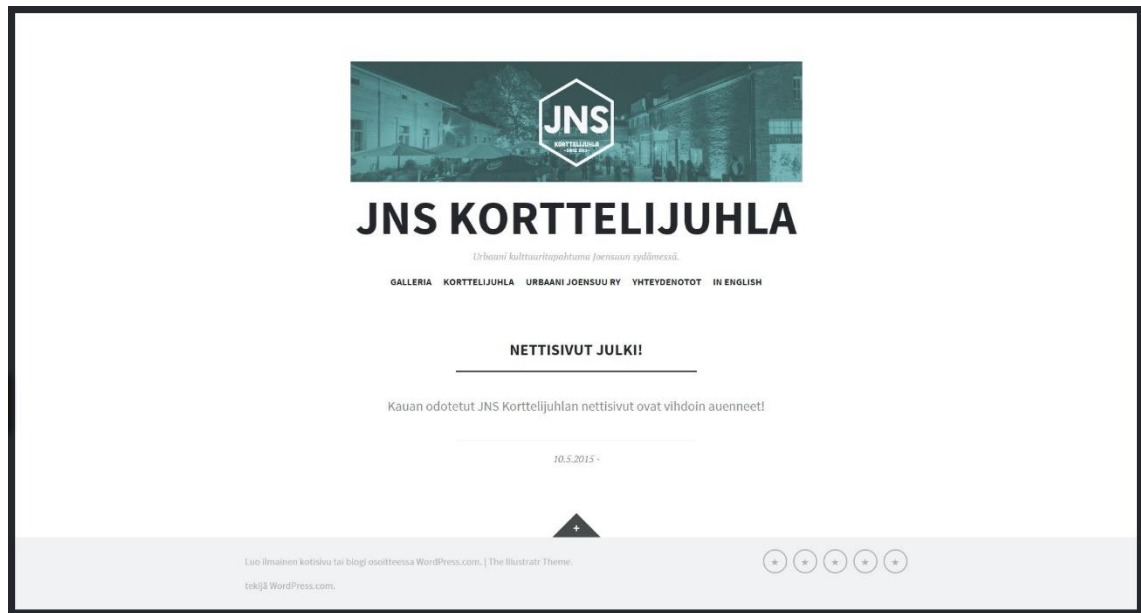
Since I had no experience in making webpages from scratch and due to our limited budget we decided that it would be best to use a template to create the pages. After this decision was made, I started to study the various pages for creating webpages. I studied the differences of Wix.com, Weebly and WordPress.com and came to the conclusion that WordPress would be best for our purposes. I had prior experience working with Wix.com and Weebly, but those were more expensive if an own domain was wanted. Since we had a very limited budget, I started to work with WordPress in April 2015. The deadline for the launch of the webpages was set for the beginning of May 2015.

It was quite easy to get started; all we had to do was to register to WordPress, buy the domain wanted and pick a theme that suited. The Illustratr theme fit our purposes best; it had nice and not too overpowering visual looks. We chose the domain to be www.jnskorttelijuhla.com as the Facebook address was www.facebook.com/jnskorttelijuhla, in that way the addresses would have consistency.

Not all the steps were made that easy; it took me a whole day to figure out how to create menus for the different pages, since WordPress is aimed more at creating a blog rather than a webpage. There would have been more options for customizing the pages if one would have bought a yearly bundle. Because we had no money budgeted for that, I had to stick with the free options. After I had figured out the menu problem, I started to add content to the pages. That was easier since we had already have two events. I made galleries to pictures from the two previous events and added some information about the association and Korttelijuhla in general.

After the publishing of the pages we noticed that there was a need for English section as well (Picture 13), since in the first two days the webpages got traffic not only from Finland but from India, Germany and Switzerland also. Korttelijuhla was presented in the Monday Mail (summer edition) of ESN Joensuu, which forwarded some people to the pages.





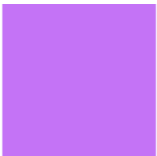
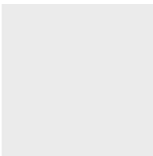
In the first week after the pages were published, pages got 248 visitors from five different countries, 651 views and the program page was shared to Facebook 30 times. That was a good number since we had 586 likes on our Facebook pages. Our Facebook event gathered 212 participants in a week, which is a really good result nowadays, when people get several Facebook event invitations per day and tend to ignore most of them.



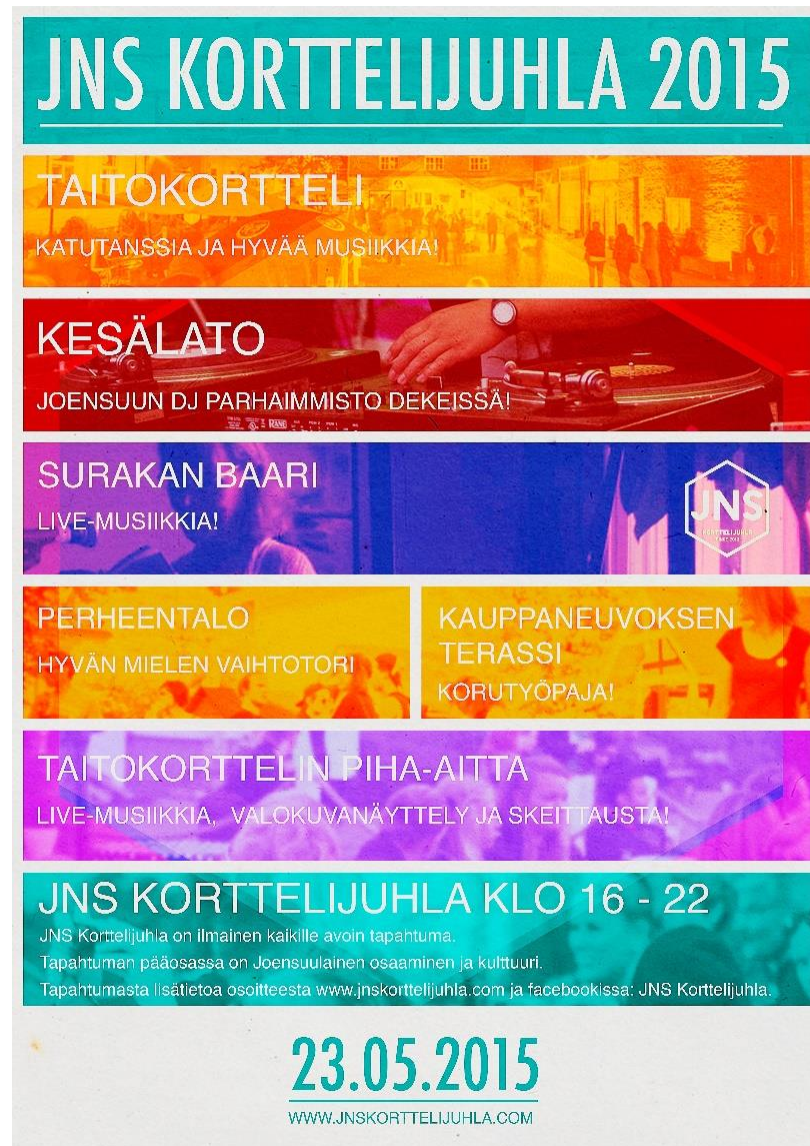
Picture 13. Layout of the webpages.

4.3 Other marketing materials for Korttelijuhla

We had gained a lot of pictures from the previous years and we wanted to use those in the new visual materials for Korttelijuhla. Since Jyri was doing the graphic design and I was working as an art director, we had several discussions about the color scheme and the general look of the visual materials. After we had decided on the color scheme (Picture 14), Jyri started making the poster (Picture 15), flyer, a banner for the web pages (Picture 16) and a Facebook event (Picture 17). The main color of the scheme was the turquoise green used in most of the materials. The other colors were mainly for the poster and the flyer to separate the different areas visually.

					
C: 97% M: 0% Y: 44% K: 0%	C: 0% M: 62% Y: 90% K: 0%	C: 0% M: 90% Y: 78% K: 0%	C: 0% M: 11% Y: 98% K: 0%	C: 38% M: 58% Y: 0% K: 0%	C: 9% M: 6% Y: 7 % K: 0%

Picture 14. Color scheme for the year 2015.



Picture 15. First version of the final posters for JNS Korttelijuhla 2015.



Picture 16. The banner for the webpages.



Picture 17. The banner for the Facebook event and pages.

As we had several different areas in Korttelijuhla that had program at the same time, we determined to divide the poster in sections as well so it would be simpler for the audience to identify the different areas. There was two versions of the poster, one without the detailed program (Picture 15) and one with the program. The ones with the detailed program were to be used in Korttelijuhla, and the audience could follow the program from those posters as well as from the flyer.

After finishing the planning of the poster and the banners, we began ideating the flyer. We decided that the size of the flyer would be half of an A4, folded in three sections and it would be two sided. Then the flyer would be easy to fit in pocket and would have enough room for the needed information. We decided to print 100 A4s of the flyer and that made 200 flyers all together. We printed 50 A3 posters that were distributed all over the Joensuu area.

5 CONCLUSION

The main thing that I had learned by organizing Korttelijuhla and making the different visual materials was that it is crucial to gain feedback from others. One can get easily blind to their own work and miss some fatal errors. That would be avoided by constantly showing the work to colleagues and the clients to gain feedback. Time management is also a big factor in these kinds of projects. Time limits tend to be narrow and one must organize our work well to fit the limits. There is no need for the poster or the flyer day after the event.

The year 2015 was the easiest so far, even though Anna was in London from January to April and Jyri was working in Helsinki between January and June. Luckily we had gained a lot of experience already and knew what needed to be done in order to have an event.

We still have a lot to improve in the event and its planning. After the event we need to have a survey to gain more knowledge to improve the marketing. We also need to get more people to participate in the planning and construction of the Korttelijuhla, so me, Anna and Jyri are freer to supervise the different actions during the event. I also need to find a way to incorporate the facts I learned by studying the different books for this thesis as I gained good advice.

I need to continue to update my knowledge in graphic design and in event planning, but I am certain that I will have a future in that field. Good connections are in a key position in the event business, and I have gained great contacts during these three years.

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